



# VERMONT

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STATE OF VERMONT BRAND STANDARDS & GUIDELINES

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### STANDARDS

Mandatory requirements for all State of Vermont marketing and communication components.

### GUIDELINES

Provide direction and recommendations to best express the Vermont brand and maintain consistency across marketing and communication efforts.

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# State of Vermont Brand Standards & Guidelines

## ABOUT BRANDING AND THE VERMONT BRAND

To marketers, a brand is a combination of an idea, a promise and an experience. As such, it is something that is made and exists in people's minds. It is reinforced with the materials we create, the language we use, and, most importantly, the actions we take.

The Vermont brand is defined by what people know about us and how they feel about us – it's our image and reputation. And that is why we need to manage it with care.

To help people associate with a brand, visual images are created and used to represent implicit values, ideas and personality. These include logo, fonts, color schemes and other images – photography and illustration, for example. The term for the visual elements used to convey the brand is brand identity.

You and everyone responsible for producing visual communications for the State of Vermont can strengthen our brand by correctly applying the standards and guidelines contained in this document. By using the brand identity, you help ensure that all our communications are consistent, of a high standard, and positively resonate with our audiences, both in and out of state.

## INTRODUCTION TO THE VERMONT BRAND STANDARDS & GUIDELINES

This document is a tool for you to use when creating materials to communicate with your audiences about the resources, programs and regulations of the State of Vermont. We communicate with Vermonters in many ways. Presenting our printed materials with a common and consistent look and feel reinforces the Vermont brand and helps Vermonters understand, and feel proud of, the ways their State agencies, departments and programs function to serve them.

This manual is designed to allow you the flexibility to choose a distinctive look and feel that is right for your audience and message while still maintaining a relation to the overall state identity. In addition, growing adoption of these guidelines by state entities will make it easier to partner with, coordinate, or share materials with other complementary state programs or entities because each is based from the same foundation.

As new materials are developed, they will be added to the "Examples" section; and as users ask questions and put these standards and guidelines into use, there will be an expanding list of "Frequently Asked Questions." This dynamic document is available at [www.cmo.vermont.gov](http://www.cmo.vermont.gov), and we will notify you when updates are published.

As you work with this manual, we welcome your input. Please direct all comments and questions to:

Christine Werneke  
*Chief Marketing Officer, State of Vermont*  
Christine.Werneke@state.vt.us

Using a consistent brand identity positively affects the way our brand is perceived. Thank you for playing an active role in maintaining the strength of Vermont's brand.



# Official Vermont logos

Two logos have been designated to officially represent the State of Vermont:

## VERMONT COAT OF ARMS

The Coat of Arms may be used for commemorative medals or for public displays not connected with any advertising, provided that: (1) the use does not imply state endorsement or approval when none has been given and (2) a sample of the medal or display is delivered to the Secretary of State prior to manufacture, distribution or sale. See VT Statutes, Title 13, §1904a.

Questions concerning use of the Coat of Arms should be directed to Greg Sanford, state archivist, at (802) 828-2369 or [gsanford@sec.state.vt.us](mailto:gsanford@sec.state.vt.us).



Full-color version



One-color version

## VERMONT MOON OVER MOUNTAIN LOGO

The Vermont Moon Over Mountain logo is the primary graphic element used to identify the State of Vermont on marketing and outreach materials. As such, it should appear on *all* internal and external communications.

It is a registered trademark protected by law. State of Vermont offices may use it in accordance with specifications defined in this manual for marketing and promotion of state government goods, services and agency or department authorized sponsorships. The Moon Over Mountain logo may not be altered or modified by state officials or adapted for use by private entities.

For questions concerning the use of the Moon Over Mountain logo contact Kate Westbrook of the Chief Marketing Officer's office at (802) 828-3367 or [marketing@state.vt.us](mailto:marketing@state.vt.us).



**ELEMENTS AND ARRANGEMENT OF THE VERMONT LOGO**

The Vermont logo always consists of two elements: the “Moon Over Mountain” symbol and the Vermont logotype.



Symbol element

Logotype element

There are two acceptable arrangements of these elements. The horizontal arrangement is the preferred version and should be used whenever possible. A vertical arrangement is also available for use when necessitated by space or design considerations. These are the only acceptable arrangements of the State of Vermont logo.



Horizontal arrangement – preferred



Vertical arrangement

**LOGO COLORS**

The Vermont logo makes use of two colors: Vermont Green (Pantone 356) and black. The preferred version of the logo, as seen on this page, makes use of both of these colors, with the symbol element in Vermont Green and the logotype element in black.

The logo may not be used as an all-green version.

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VERMONT LOGO COLORS

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Vermont Green  
PMS 356

Black

**LOGO VERSIONS**

The two-color version is preferred and should be used whenever possible. When not printing full color, a black version of both orientations is available. A white (knocked out) version is also available for when the logo appears over a dark-colored background.

Two-color versions – preferred



Horizontal arrangement – preferred



Vertical arrangement

---

Black versions



Horizontal arrangement – preferred



Vertical arrangement

---

Knocked out versions



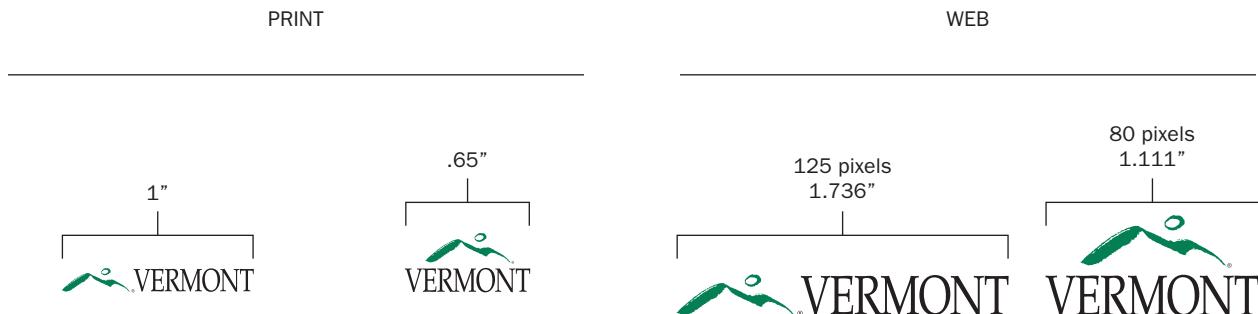
Horizontal arrangement – preferred



Vertical arrangement

**MINIMUM LOGO SIZE**

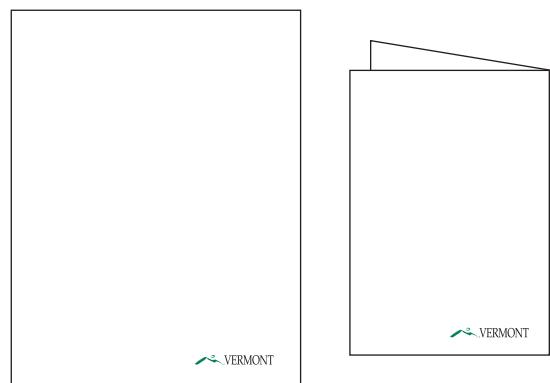
To ensure readability and visual integrity of the logo in print, do not reduce the horizontal version to less than 1" or the vertical version to less than .65". For screen applications, do not reduce the horizontal version to less than 72 pixels or the vertical version to less than 46 pixels.

**CLEAR AREA**

To maintain a clean design and ensure prominence of the Vermont logo, a clear area must be maintained around the entire logo. To determine that distance, use the letter height of Vermont and extend that distance past the perimeter of the logo in all directions. This clear area should also be used to determine the distance from the edge of the paper on a printed document.

**PLACEMENT**

While the placement of the Vermont logo on any particular document is flexible, in general it is placed in the lower right corner. In this position, the logo acts as a formal sign-off or endorsement of the preceding message. In the case of a folded brochure or multipage document, the logo might be placed on the back panel to achieve a similar effect. This helps to create a visual consistency regardless of document type or format.



**SELECTING APPROPRIATE BACKGROUNDS**

When including the Vermont logo in a printed document, the background behind the logo is important to consider – the contrast and texture of the background will greatly affect the readability of the logo.



Correct: White background – preferred



Correct: Light-colored background



Incorrect: Light-colored background



Correct: Dark-colored background



Incorrect: Dark-colored background



Correct: Lightly textured background



Incorrect: Heavily textured background

## EXAMPLES OF UNACCEPTABLE USAGE OF THE VERMONT LOGO



Never substitute colors



Never use alternate fonts



Never rearrange the logo elements



Never separate logo elements



Never distort the shape of the logo



Never tilt the logo



Never outline the logo



Do not create a "read-through" header with the logo



Never distort the logo proportion



Never tilt the logo



Never use outdated logos

**LOGO USE WITH ADDITIONAL IDENTIFIERS**

When using the Vermont logo with agency, department, division or other identifiers, never use more than two lines and always separate identifiers from the logo with a thin rule. See examples below.



State entity\* name only

**Identifier** \_\_\_\_\_ [ ]  
 Franklin Gothic Demi Condensed  
 All caps, with the exception of URLs  
 Size: Not to exceed width of logo  
 Leading: Auto  
 Letter spacing: 30 – 50

See additional guidelines in  
 the typography section, page 3-1.

State entity name  
Division, department or program nameState entity name  
Phone numberState entity name  
Phone number & website URL\*\*Website URL  
Phone number

\*A State entity is defined as an agency, department, division or program  
 \*\*The capitalization of website URLs is left to the discretion of individual State agencies  
 Note: E-mail addresses should not be paired as an identifier with the Vermont logo

**USING THE VERMONT LOGO IN CONJUNCTION WITH OTHER LOGOS**

In some circumstances it may be desirable to include logos from other State entities or partner organizations in addition to the Vermont logo. When used with one or two additional logos, the visual weight of the Vermont logo should be greater than or equal to the visual weight of the accompanying logos. Keep in mind that visual weight and actual size can be quite different; in the case of the Vermont logo, its considerable negative space means it will need to be larger than a more intricate or compact logo to maintain equal visual weight. When used with more than two other logos, if appropriate, the Vermont logo should be treated as the dominant logo. When used in conjunction with logos of non-State partners, the Vermont logo should maintain equal visual weight; it should not be seen as subordinate.



Use with one additional logo — The logo on the left has greater visual weight and is sized smaller to maintain balance



Use with one additional logo — The logo on the left has comparable visual weight and is sized similarly to maintain balance



Use with multiple additional logos — The Vermont logo is treated as the primary element, while the secondary logos share equivalent visual weight

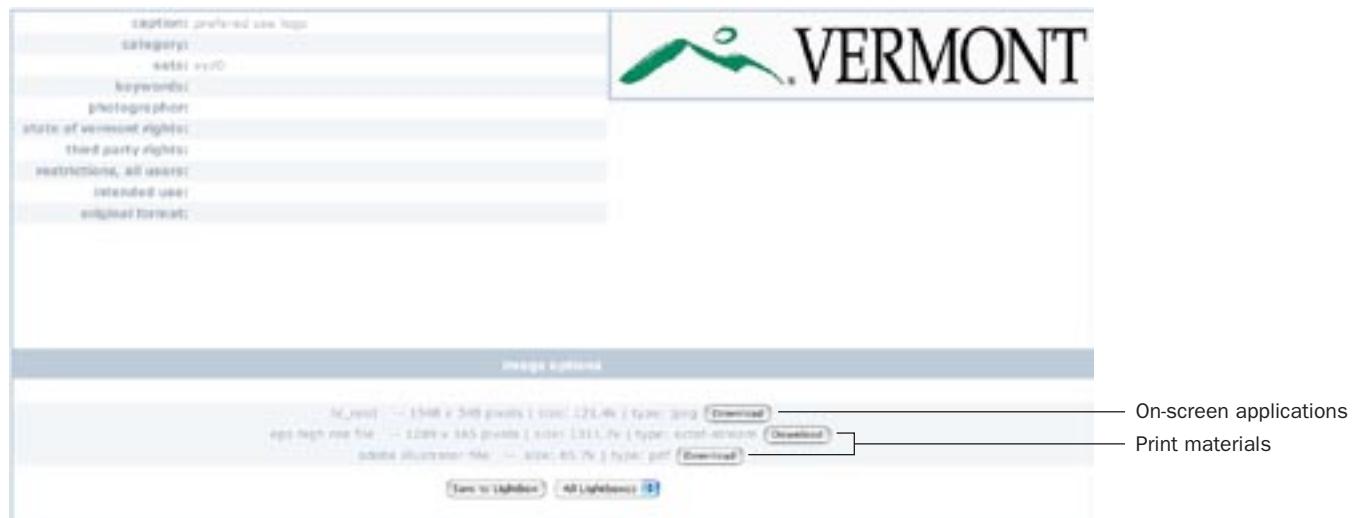


Do not use rules to separate the Vermont logo from other logos it is paired with

## OBTAINING LOGO FILES

Various formats and resolutions of the State logos are available through Image Relay. Image Relay is an on-line system used by the State of Vermont to store electronic media files in a secure, password protected location accessible 24 hours per day, seven days per week. Image Relay does not own or sell the materials on their system; it is rather the mechanism for sharing and storing State purchased and owned materials.

If you do not have access to Image Relay, go to [www.cmo.vermont.gov](http://www.cmo.vermont.gov) to request an ID and password, or contact Kate Westbrook at [marketing@state.vt.us](mailto:marketing@state.vt.us) or at 828-3367 for assistance.



An Image Relay download page

## RECOMMENDED FORMATS

When obtaining the Vermont logo from Image Relay, download either the “eps hi res file” or “Adobe Illustrator file” option (second and third choices) for print media. These are vector formats, meaning they can be scaled to any size necessary without a loss of resolution.

The first choice of “hi res jpeg” should only be used on websites or other on-screen applications, such as PowerPoint.

FOR PRINT USE	FOR ON-SCREEN USE
.EPS .AI (Adobe Illustrator)	.JPEG

# Words speak to you

The written word is an integral component of our overall marketing and communications efforts, and how the written word is processed is often a function of design and typography. The right typography can make messages more readable and easily understood, as well as strengthen the State of Vermont's visual brand identity. For these reasons, State marketing materials should primarily use the following two font families:

- 1) Franklin Gothic for headlines, sub-headlines, captions, footnotes and disclaimers
  - 2) Palatino for body copy
- 

## Franklin Gothic Palatino

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### TYPGRAPHY BASICS

Serif typefaces, such as Palatino, include serifs, or, small projections from the ends of each letter's strokes. In general, serif typefaces are preferable for body copy because these details help lead the eye from one letter to the next, allowing larger sections of text to be more easily read.

Sans serif typefaces, such as Franklin Gothic, do not employ serifs and as a result are generally simpler in form and more easily read from a distance. Sans serif typefaces are often used as headlines because of the impact they tend to add. Likewise, their simpler forms tend to be more legible at very small sizes and are appropriate for uses such as captions and disclaimers.

**COMPLETE FONT FAMILIES**

In addition to the suggested usage outlined on the previous pages, both Franklin Gothic and Palatino offer a family of weights and italics to meet a variety of communication needs and reproduction techniques.

# Franklin Gothic

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**Franklin Gothic Book**

*Franklin Gothic Book Italic*

**Franklin Gothic Book Condensed**

**Franklin Gothic Medium**

*Franklin Gothic Medium Italic*

**Franklin Gothic Medium Condensed**

**Franklin Gothic Demi**

*Franklin Gothic Demi Italic*

**Franklin Gothic Demi Condensed**

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# Palatino

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**Palatino Roman**

*Palatino Italic*

**Palatino Bold**

*Palatino Bold Italic*

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**Franklin Gothic** is a sans serif typeface that was designed in 1902 by Morris Fuller Benton. Named for Benjamin Franklin, Franklin Gothic modernized nineteenth-century sans serif designs to shape a typeface style that has practically formed a category of its own. Franklin Gothic is a highly noticeable and legible display face for newspaper headlines, advertising and packaging. Its various weights give it great versatility and the condensed versions maintain high legibility in tight spaces.

**Palatino** is a serif typeface created by Hermann Zapf in 1948. It is one of the most popular typefaces in existence, and has been adapted to virtually every type technology. Named after 16th century Italian master of calligraphy Giambattista Palatino, Palatino is based on the humanist fonts of the Italian Renaissance, which mirror the letters formed by a broad nib pen; this gives a calligraphic grace. But where the Renaissance faces tend to use smaller letters with longer vertical lines (ascenders and descenders) with lighter strokes, Palatino has larger proportions, and is considered much easier to read.

**SUGGESTED USAGE**

The guidelines below outline the suggested choices from the Franklin Gothic and Palatino font families for most common uses.

**HEADLINE**

# Franklin Gothic Demi Condensed

**SUBHEAD (BRIEF)**

## FRANKLIN GOTHIC DEMI CONDENSED

**SUBHEAD (LENGTHY)**

**Franklin Gothic Demi Condensed. Consectetuer adipiscing elit duis amet lorem ante dignissim.**

**BODY COPY**

Palatino Roman. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sit amet lorem id ante dignissim sollicitudin. Sed convallis. Morbi sed massa non nisi dictum mattis. Praesent cursus. Mauris eros elit, tincidunt vitae, feugiat non, venenatis ac, tellus. Morbi faucibus est in nibh. Nullam ut lacus. Nam venenatis, nulla mattis euismod tincidunt, justo ligula cursus urna, non convallis nisl mi sit amet turpis. Pellentesque eleifend sollicitudin ligula. Sed aliquet sapien eu mauris.

**CAPTION / TITLE**

Franklin Gothic Book

**DISCLAIMER / FOOTNOTE**

Franklin Gothic Book Condensed. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sit amet lorem id ante dignissim sollicitudin. Sed convallis. Morbi sed massa non nisi dictum mattis. Praesent cursus. Mauris eros elit, tincidunt vitae, feugiat non, venenatis ac, tellus. Morbi faucibus est in nibh. Nullam ut lacus. Nam venenatis, nulla mattis euismod tincidunt, justo ligula cursus urna, non convallis nisl mi sit amet turpis. Pellentesque eleifend sollicitudin ligula. Sed aliquet sapien eu mauris.

**Note:** Be sure to choose the specific typeface within your program's font menu. Do not use the "styles" (bold, italic) provided in many programs since these imitate the desired style but do not yield the best result. This is particularly important if materials are being commercially printed, as "styled" fonts may not reproduce properly.

## USAGE EXAMPLE

The example below illustrates how these guidelines are followed within the context of a poster.

**Headline** \_\_\_\_\_  
 Franklin Gothic Demi Condensed  
 Size: 18 – 30 pt  
 Leading: Auto  
 Letter spacing: 0

Avoid periods, unless  
 necessitated by concept

**Sub-headline** \_\_\_\_\_  
 Franklin Gothic Demi Condensed  
 All caps  
 Size: 8 – 12 pt  
 Leading: Auto  
 Letter spacing: 200

**Body Copy** \_\_\_\_\_  
 Palatino Roman  
 Size: 7.5 – 10 pt  
 Leading: +3  
 Letter spacing: 0

**Tagline or Contact Information** \_\_\_\_\_  
 Franklin Gothic Demi Condensed  
 Size: 8 – 12 pt  
 Leading: Auto  
 Letter spacing: 200

Please don't  
 abandon your baby

#### THERE IS A BETTER WAY

Vermont's Baby Safe Haven Law offers you safe places you can give up your baby — anonymously and legally.

Hand your baby, up to 30 days old,  
 to an employee or volunteer of any:

- Fire Station
- Police Station
- Health Care Facility
- Adoption Agency
- Place of Worship

In an emergency, always call 911.



1-800-649-4357 (business hours)

[babysafehaven.vermont.gov](http://babysafehaven.vermont.gov)

In all cases, do not distort type proportions,  
 and ensure sufficient contrast to aid readability.

# Vermont is green (but not just green)

In French, “green” is *vert* and “mountain” is *montagne* – hence Vermont.

Known as the Green Mountain State, it comes as no surprise that the color green is integral to the State of Vermont’s visual identity. The Vermont Green shown here is the official State green and is the only green to be used within the Vermont logo. A total of five greens and a range of ten additional colors provide a complete, diverse palette, as seen on the following page (4-2).



## A MODULAR COLOR SYSTEM

Considering the wide range of entities comprising the Vermont brand, the State’s color palette has been designed to provide an array of options, allowing flexibility for expression and differentiation – while maintaining overall visual brand consistency. The palette is intended to be modular – each of the colors included is compatible with any of the others. To further aid in selection and use, the colors are ranked as primary, secondary and accent colors. This ranking refers to the prominence of the colors within any particular communication. For further guidance on the relative proportions of colors, see Color Balance on page 4-5. Additionally, tints of these colors may be used to increase the versatility of the palette; see page 4-7.

Pages 4-6 through 4-9 include reference charts for properly reproducing the colors in various media.

## SELECTING COLOR

In order to establish an immediate message, colors choices should cue specific responses. Well-chosen color combinations can act as visual triggers to help express the intention and purpose of the communication.

On pages 4-3 and 4-4, the colors and their most common associations are listed. Word association studies show that the colors will generally elicit the responses listed. Page 4-3 references the color first, while 4-4 starts with a range of attributes and then lists the associated colors. Note that for most colors, the positive aspects are far more prevalent than those that might be thought of as negative. These responses should assist in defining and creating the most effective color combinations and moods.

## MORE ART THAN SCIENCE

While the Vermont color palette features hues that are in line with Vermont’s brand personality, the guidelines for selecting color combinations are not meant to serve as definitive rules. When colors and their associations are used together, impact and meaning can change in the countless combinations possible. These guidelines offer insights and suggestions, and when used together with common sense and professional opinion, will yeild the best results.

## VERMONT COLOR PALETTE

## PRIMARY COLORS

Vermont Green  
Primary A

Primary B



Primary C



Primary D

## SECONDARY COLORS



Secondary A



Secondary B



Secondary C



Secondary D



Secondary E

## ACCENT COLORS



Accent A



Accent B



Accent C



Accent D



Accent E



Accent F

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System® (PMS) tools, or other formal printer-supplied proofs. Pantone values for the Vermont Color Palette are found on page 4-8.

**COLORS AND THEIR ASSOCIATIONS****PRIMARY**

	Vermont Green – Primary A Fresh, Outdoorsy, Lively, Spring, Foliage, Grass, Irish		Primary C Calm, Quiet, Peaceful, Water, Clean, Constant, Dependable, Cool, Happy, Restful, Tranquil
	Primary B Natural, Classic, Drab, Military, Camouflage, Safari		Primary D Earthy, Strong, Warm, Country

**SECONDARY**

	Secondary A Nature, Trustworthy, Cool, Stately, Restful, Forest, Quiet, Woodsy, Traditional		Secondary D Classic, Cool, Sober, Corporate, Practical, Timeless, Quality, Quiet, Ghostly
	Secondary B Growth, Calm, Quiet, Soothing, Refreshing, Neutral		Secondary E Fun, Whimsical, Childlike, Glowing, Vital, Sunset, Hot, Juicy, Tangy, Energizing, Loud
	Secondary C Credible, Authoritative, Basic, Classic, Strong, Dependable, Traditional, Service, Nautical, Confident, Professional, Serene, Quiet		

**ACCENT**

	Accent A Cool, Fresh, Liquid, Water, Refreshing, Healing, Jewelry, Artisan		Accent D Happy, Glowing, Warm, Sunset, Harvest, Autumn, Gregarious, Friendly
	Accent B Mystical, Spiritual, Futuristic, Fantasy, Meditative, Regal, Classic, Powerful, Elegant		Accent E Autumn, Flowers, Harvest, Rich, Sun, Warm, Wheat, Comforting, Sunbaked, Buttery
	Accent C Exciting, Sensual, Flamboyant, Creative, Unique		Accent F Fresh, Bold, Spring, Tart, Refreshing, Fruity, Lively

**BLACK & WHITE**

	Black Powerful, Elegant, Mysterious, Heavy, Basic, Bold, Classic, Strong, Prestigious, Sober		White Pure, Clean, Sterile, Innocent, Silent, Lightweight, Airy, Bright, Glistening
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This page contains material from the *Pantone Guide to Communicating with Color* by Leatrice Eiseman ©2000 Grafix Press, Ltd.

## ATTRIBUTES AND ASSOCIATED COLORS

	PRIMARY	SECONDARY	ACCENT	BLACK & WHITE
Authoritative, Conservative, Traditional, Classic	B	A C E	C	
Autumn, Harvest	D	D	D E C	
Basic, Sober, Practical		C	E	
Calm, Soothing, Restful, Quiet, Serene	C	A C	A	
Constant, Dependable, Professional, Credible, Quality	C	A C E		
Cool	C	A C E	A	
Fresh, Refreshing	A C	A	A F	
Happy, Fun, Gregarious, Friendly	C	D	D E F	
Nature, Natural, Outdoors, Forest, Woodsy	A B	A B	F	
Powerful, Strong	D	A C		
Pure, Clean, Innocent, Sterile	C		A	
Spiritual, Regal, Rich, Majestic, Unique	D		B C E	
Spring, Lively, Growth	A	B	F A	
Summer	A C	B D	A E F	
Warm	D	D	C D E	
Water, Liquid, Nautical	C	C	A	
Winter	C	C E	A	

This page contains material from the *Pantone Guide to Communicating with Color* by Leatrice Eiseman ©2000 Grafix Press, Ltd.

### USING COLOR BALANCE

As noted in the beginning of this section, the prominence of colors has been divided into three levels: primary, secondary and accent. This ranking allows for many possible color combinations while still maintaining continuity across all State of Vermont communications.

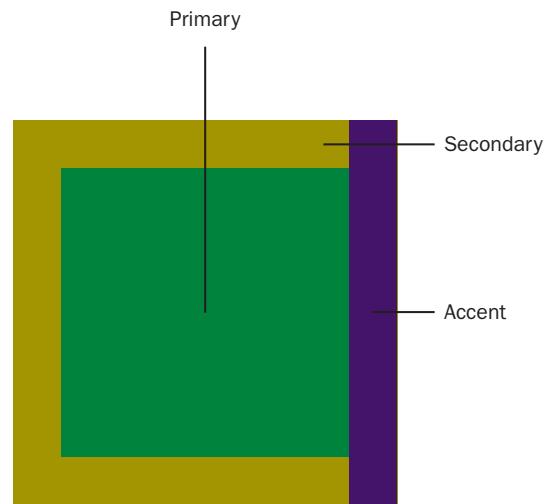
Start by choosing a primary color that conveys the communication's message or captures its mood. Select a secondary color that reinforces the message and the primary color choice. Choose an accent color or colors that create contrast and draw attention to specific elements within the communication. Using accent colors sparingly ensures that they retain the desired impact. The color balance example to the right gives a sense of the proportions between the three levels. Additional color combination examples can be found on the following page.

Depending upon the needs of individual projects, additional colors from the Vermont color palette can be employed, but their relative prominence should always be observed.

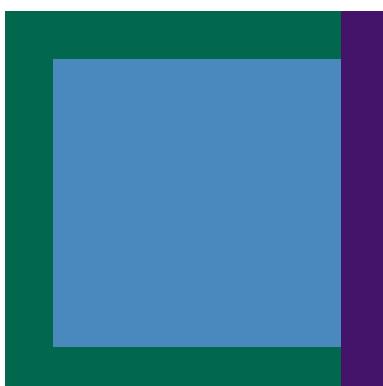
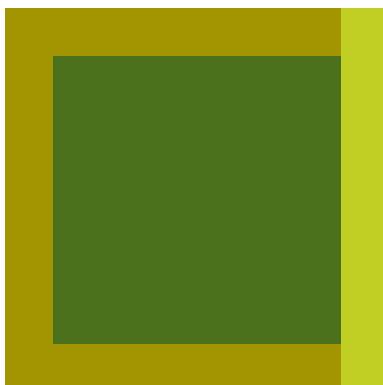
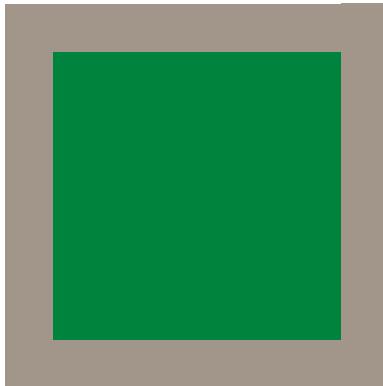
### BLACK & WHITE

Of course, black and white also play a role in visual communications for the State of Vermont. With the obvious exceptions such as single color advertisements, black should not be a dominant color in Vermont communications because its high impact tends to overshadow other colors. However, black is the preferred color for body copy precisely because its contrast aids readability. White plays an important role in providing a neutral canvas for graphic elements, providing "breathing room" and a space for the viewer's eye to rest. For additional guidelines on the use of white space, see the Visual Language section of this manual (see page 5-1).

### COLOR BALANCE PROPORTIONS



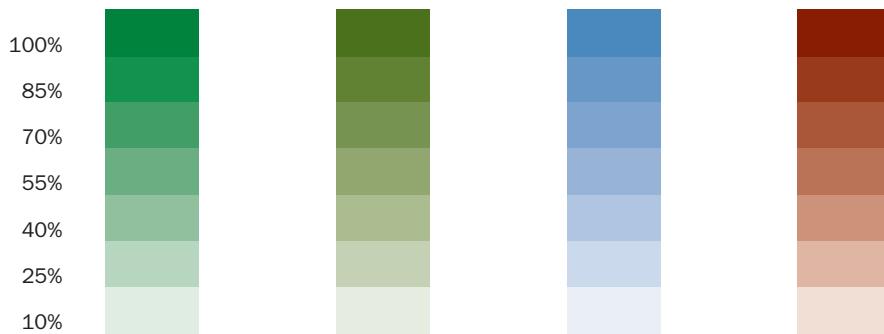
## EXAMPLE COLOR COMBINATIONS



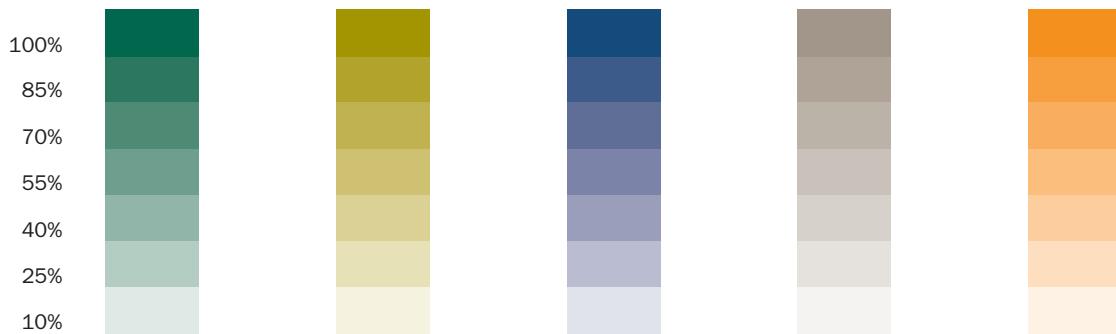
**ADDITIONAL FLEXIBILITY IN COLORS**

To increase the versatility of each color within the Vermont palette, the colors may be lightened to create tints. This is useful to create subtly colored backgrounds and is particularly helpful when a printed communication uses only one or two colors. Suggested tint percentages are outlined in the chart below.

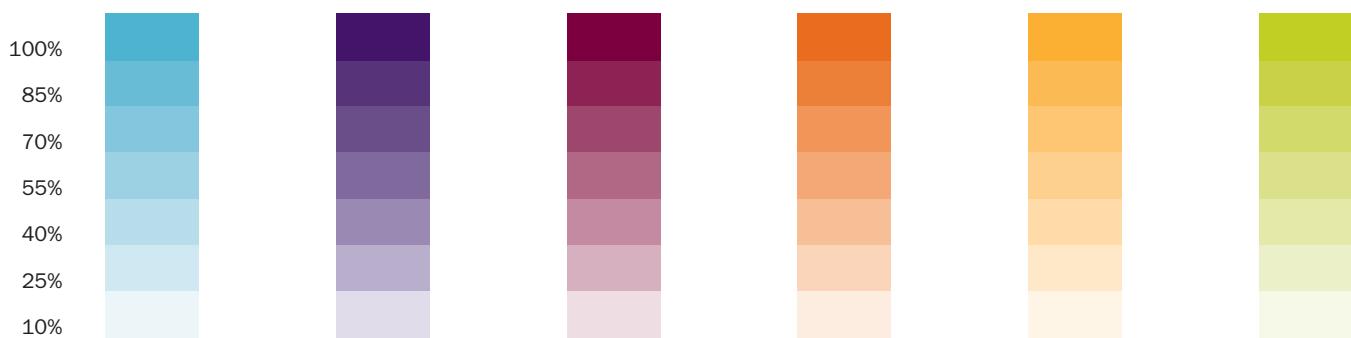
## PRIMARY COLORS



## SECONDARY COLORS



## ACCENT COLORS



**VERMONT COLOR PALETTE – PANTONE VALUES**

The values shown below are from the Pantone Matching System®, a widely-used means of specifying exact color. Because of the variances in computer displays and desktop printers, please refer to an actual Pantone swatchbook or color chips for the most accurate representation. These values should be specified when printed communications will be using spot color or when an exact reference is needed to choose an acceptable match.

**PRIMARY COLORS**PMS 356  
Vermont Green

PMS 575



PMS 646



PMS 1815

**SECONDARY COLORS**

PMS 555



PMS 619



PMS 534

PMS Warm  
Gray 8

PMS 152

**ACCENT COLORS**

PMS 7459



PMS 269



PMS 222



PMS 173



PMS 137



PMS 390

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

For additional information about the Pantone Matching System, including how to purchase system components, visit [www.pantone.com](http://www.pantone.com).

**VERMONT COLOR PALETTE – CMYK VALUES**

The values shown below are the acceptable formulations to be used in four-color process printing.

**PRIMARY COLORS**

C: 95  
M: 8  
Y: 93  
K: 27  
Vermont Green



C: 57  
M: 11  
Y: 85  
K: 45



C: 73  
M: 30  
Y: 3  
K: 10



C: 13  
M: 96  
Y: 81  
K: 54

**SECONDARY COLORS**

C: 82  
M: 13  
Y: 64  
K: 45



C: 13  
M: 17  
Y: 78  
K: 35



C: 95  
M: 72  
Y: 9  
K: 38



C: 16  
M: 23  
Y: 23  
K: 44



C: 0  
M: 62  
Y: 100  
K: 0

**ACCENT COLORS**

C: 76  
M: 6  
Y: 8  
K: 15



C: 80  
M: 95  
Y: 0  
K: 35



C: 17  
M: 100  
Y: 21  
K: 60



C: 0  
M: 80  
Y: 94  
K: 1



C: 0  
M: 38  
Y: 95  
K: 0



C: 24  
M: 0  
Y: 98  
K: 8

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

**VERMONT COLOR PALETTE – RGB VALUES**

The values shown below are the acceptable formulations to be used in on-screen RGB environments, such as computer displays and television.

**PRIMARY COLORS**

R: 0  
G: 121  
B: 52  
Vermont Green



R: 85  
G: 118  
B: 48



R: 84  
G: 130  
B: 171



R: 120  
G: 35  
B: 39

**SECONDARY COLORS**

R: 32  
G: 108  
B: 73



R: 155  
G: 143  
B: 46



R: 38  
G: 63  
B: 106



R: 139  
G: 129  
B: 120



R: 225  
G: 112  
B: 0

**ACCENT COLORS**

R: 48  
G: 149  
B: 180



R: 75  
G: 48  
B: 106



R: 106  
G: 26  
B: 65



R: 210  
G: 73  
B: 42



R: 255  
G: 161  
B: 0



R: 182  
G: 191  
B: 11

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

**VERMONT COLOR PALETTE – HEXADECIMAL VALUES**

The values shown below are the acceptable codes to be used when web-specific hexadecimal color is preferred. All hexadecimal values listed here fall within the 216 colors of the widely accepted browser-safe palette.

**PRIMARY COLORS**

---

#006633  
Vermont Green

#336600



#6699CC



#990000

**SECONDARY COLORS**

---



#336633



#999900



#003366



#999999



#FF9933

**ACCENT COLORS**

---



#66CCCC



#330066



#660033



#FF6600



#FFCC33



#CCCC33

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

# Speaking visually

Much as the combination of words creates meaning in verbal communication, visual language makes use of a variety of elements whose use and context can make a message more distinct or add additional meaning. Employing a consistent visual language in communications helps to ensure a unified voice that extends beyond the written word to build an identity that is immediately recognizable. Outlined here are some common elements that work together to create the visual language of the State of Vermont.



## THE HORIZON BAR

A horizontal bar in Vermont Green – or black, when additional color is not available – functions as a visual break between elements within a layout. The horizon bar can also be used as a header to highlight key information, and as a footer to anchor the content of a page. While not mandatory, oftentimes the tagline resides centered within the horizon bar. A minimum thickness of .25" should be observed.

AQUATIC PLANTS	
NATIVE AQUATIC PLANTS	EXOTIC AQUATIC PLANTS
Common Elodea	Hydrilla
Watermilfoil	Eurasian Watermilfoil
	Water Chestnut

## HORIZON BAR VARIATIONS

The horizon bar may also be adapted to help aid in organizing information. When used in this manner, other colors from a chosen palette may be employed. The bar can also be broken into multiple sections by using a thin white rule. (Notice that the header and footer of this manual are treated this way.)

<b>WHAT IS VT PAY?</b> VT Pay allows taxpayers to pay certain Vermont taxes electronically with a credit card. Taxpayers can pay 2003 personal income tax estimated payments, tax due for a filed 2002 personal income tax return, and bills for sales and use, rooms and meals, withholding and prior year income tax.	<b>WHAT IS THE CONVENIENCE FEE?</b> The Vermont Department of Taxes contracted with a service provider to develop VT Pay and process the payments. The convenience fee covers the cost of operating VT Pay and goes to the service provider. The Vermont Department of Taxes does not receive any portion of the convenience fee. This arrangement uses the service provider's existing technology rather than the State paying to develop and maintain its own complicated and expensive security infrastructure necessary for secure payment transactions.
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## RULES AND KEYLINES

Another device to divide information is a thin rule. This creates a visual break without calling undue attention to itself. A rule can be vertical or horizontal, or used as a keyline to create a perimeter around a distinct element on the page. (Notice the examples here make use of this device.) The rule should always be simple solid line.



## HEADLINE TREATMENT

Headlines or document titles should be in black or Vermont Green. If the headline is set over an image, use white type with a subtle drop shadow. The drop shadow should be soft and have a opacity of 50% or less, depending on the contrast necessary to be legible over the image.

yourself in a spa. Indulge yourself with fine food. Treat yourself to great shopping. Immerse yourself in Vermont.

Plan your winter vacation at [VermontVacation.com](#)

**A VERMONT LIFE**

www.VermontVacation.com  
1-800-VERMONT

*A journey to Vermont's past  
is worth the trip*

**DRIVE UP THE ROAD AND BACK IN TIME.**

Travel down wooded back roads, along breathtaking mountain passes, and past idyllic farmsteads to reach the enchantment of yesteryear. Discover the tools, furniture, textiles, pottery and folk art of daily life 200 years ago and beyond. Vermont is home to hundreds of historical societies, museums, and state historical sites, each one set against the backdrop of our stunning natural beauty.

Your journey begins at [VermontVacation.com](#)

 VERMONT  
www.VermontVacation.com  
1-800-VERMONT

**A VERMONT LIFE.**

## THE FILMSTRIP

The film strip is a device to incorporate secondary photography into your document. The filmstrip is often paired with the horizon bar to act as a footer to the document, as seen at left. Photographs are usually cropped to a square shape, but other cropings may be used at the designer's discretion. A thin white rule should be used to separate images within the filmstrip. Any number of images may be used depending upon the format of the communication.

## WHITE SPACE

White space is any portion of a page left unmarked: margins, space between lines of type or columns and the spaces between photos or graphic elements.

However, it should not be considered merely "blank space." Individual elements are given emphasis precisely by leaving absence within a layout. This not only helps maintain a uncluttered page and create a logical hierarchy, but also gives the viewer's eye a place to rest.

## STATE OF VERMONT COMMUNICATION EXAMPLES

This section showcases a number of State of Vermont communications that are in line with the standards and guidelines presented in this manual. These examples should not be viewed as templates, but simply as the creative solutions to communications initiatives. Each is a unique approach to meet the specific needs of the project at hand, but at the same time, always keeping brand consistency in mind to maintain a unified voice from the State of Vermont.

Updates will be made to this section periodically to share the results of marketing efforts and provide an informal library of State communications.

## CYPRIAN LEARNING CENTER COURSE OFFERINGS FLYER

**Cyprian Learning Center**

**FALL 2006 CLASSES**

**FEATURED CLASSES**

**SUPERVISORY TRAINING FOR ALL LEVELS OF EXPERIENCE**

**Stepping Up to Supervision November 21**  
Help you answer, "Do I want to supervise? Is it the best use of my talents?"

**Orientation to Supervision September 7-8**  
Prepares new supervisors with the policies and practices needed to succeed at the job.

**Supervisory Development Program Beginning September 20-21**  
Provides advanced training to bring out the best in your employees. Nine days of class over three months.

**Special topics for all supervisors**  
See complete roster for details.

**NEW CLASSES**

**COMPUTER SKILLS**  
Brush up or step up – these computer classes help basic users to hone skills. Take the materials back to the office and practice on your own!

**Nemesis or Nirvana – Email/Outlook October 2**  
Best practices for managing your e-communications efficiently.

**Another Intriguing Computer Offering November 15-16**  
Vullandipsum quisil in etum at. Reet ius trud ea faci tio core diat, quamat, sectet.

**Bring Training Directly to Your Team**

The Vermont Learning Center team brings select training to agencies, departments and divisions, tailoring the content to the needs of your teams

Areas of emphasis include:

- Supervision Skills • Diversity Awareness
- Sexual Harassment • Individual Productivity
- Workgroup Effectiveness • Customer Service

See our complete class roster on reverse side



Vermont  
Green  
Primary A

Secondary B

Accent E

Accent D

## Cyprian Learning Center Fall 2006 Classes

CODE	CLASS TITLE	COST	TIME
<b>PROFESSIONAL DEVELOPMENT</b>			
21	040044 Supervisory Development Program Begins (9 days over 3 months)	\$100.00	9:00 - 4:00
	040004 Clear Writing Begins with Clear Thinking	\$75.00	9:00 - 4:00
	040098 Nemesis or Nirvana - How to Write E-mails Better & Use Outlook Best	\$70.00	8:30 - 12:30
	040100 One-Day Marketing Makeover	\$85.00	9:00 - 4:00
	040066 Writing For Results	\$75.00	9:00 - 4:00
	040103 Plain Language Power	\$85.00	9:00 - 4:00
	040021 Providing Excellent Customer Service	\$80.00	9:00 - 4:00
	040072 Proofreading	\$75.00	9:00 - 4:00
	040022 Delivering Excellent Customer Service over the Telephone	\$80.00	9:00 - 4:00
<b>ADVISORY &amp; LEADERSHIP</b>			
3	040005 Orientation to Supervising in State Government	No Cost	9:00 - 4:00
	040108 Anticipating the Future Workforce: Cultural & Generational Diversity	\$75.00	9:00 - 3:30
4	040011 The Magic of Conflict	\$170.00	9:00 - 4:00
	040099 Organizing Your Workload & Workplace	\$55.00	9:00 - 12:00
	040052 Difficult Conversations: Conflict Management & Communications Toolbox	\$85.00	9:00 - 4:00
2	040101 Enhancing Productivity & Motivation: Evaluating & Coaching for Success	No Cost	9:00 - 4:00
	040102 Presentation Skills for the Terrified & the Timid	\$85.00	9:00 - 4:00
	040009 Supervision in the Real World	No Cost	9:00 - 4:00
	040091 Creating an Individual Development Plan: An Employee Driven Guide to the Future	No Cost	9:00 - 12:00
	040055 Change is Easy, Transitions are Hard: Leading Your Staff Through Change	\$85.00	9:00 - 4:00
	040104 Understanding and Implementing Discipline and Corrective Action	No Cost	9:00 - 12:00
	040027 Stepping Up To Supervision	No Cost	9:00 - 4:00
	040036 Dealing with Discipline & Complex Contract Issues	No Cost	9:00 - 4:00
	040105 Interviewing and Hiring	No Cost	9:00 - 4:00
& 13	040005 Orientation to Supervising in State Government	No Cost	9:00 - 4:00
	040107 Team Work	\$80.00	9:00 - 4:00
	040017 Writing Effective Performance Evaluations	\$75.00	9:00 - 4:00
	040106 Fundamentals of Labor Relations: Health and Safety	No Cost	9:00 - 12:00
<b>STANDING STATE GOVERNMENT</b>			
6	040007 Retirement Issues, VDH, 108 Cherry St, 2nd Floor-Rm 2, Burlington	No Cost	8:30 - 4:00
	040007 Retirement Issues, Waterbury, VT	No Cost	8:30 - 4:00
6	040061 Workers' Compensation 101 - For Supervisors & Managers	No Cost	9:00 - 12:00
	040007 Retirement Issues, Windsor Family Dist Ct, 82 Railroad Row, White River Jct	No Cost	8:30 - 4:00
06	040007 Retirement Issues, DOC, Downstairs Conf Rm, 67 Eastern Ave., St. Johnsbury	No Cost	8:30 - 4:00
06	040077 Defensive Driving	No Cost	8:30 - 12:30
06	040007 Retirement Issues, Waterbury	No Cost	8:30 - 4:00
06	040061 Workers' Compensation 101 - For Supervisors & Managers	No Cost	9:00 - 12:00
06	040018 Legislative Process & Legislative Budget Process, State House, Montpelier	No Cost	9:00 - 4:00
06	040014 Personnel Classification in VT ST Government	No Cost	9:00 - 4:00
06	040026 State Rule Making	No Cost	9:00 - 12:00
06	040007 Retirement Issues, 109 State St, 4th Floor Conf. Room, Montpelier	No Cost	8:30 - 4:00

AGENCY OF HUMAN SERVICES BABY SAFE HAVEN POSTER



Please don't  
abandon your baby

**THERE IS A BETTER WAY**

Vermont's Baby Safe Haven Law offers you safe places you can give up your baby — anonymously and legally.

*Hand* your baby, up to 30 days old,  
to an employee or volunteer of any:

- Fire Station
- Police Station
- Health Care Facility
- Adoption Agency
- Place of Worship

In an emergency, always call 911.

The logo for the Vermont Agency of Human Services. It features a stylized green mountain range graphic above the word "VERMONT" in a bold, serif font. Below "VERMONT" is the text "AGENCY OF HUMAN SERVICES" in a smaller, sans-serif font.

1-800-649-4357 (business hours)

[babysafehaven.vermont.gov](http://babysafehaven.vermont.gov)

Vermont  
Green  
Primary A

**DEPARTMENT OF TOURISM & MARKETING / DEPARTMENT OF ECONOMIC DEVELOPMENT US AIRWAYS TWO-PAGE AD**

FISHING AS A KID WITH MY DAD, REELED IN A THREE-POUND LARGE MOUTH BASS.

MET MY BETTER HALF SKIING THE GLADES.

SIGNED SOFTWARE CONTRACT WITH VERMONT FIRM AND CAUGHT A SONNY ROLLINS CONCERT AT THE JAZZ FESTIVAL.

IN-LAWS VISIT THEIR FIRST GRAND-DAUGHTER, AND EXPERIENCE THEIR FIRST FALL FOLIAGE. (IN AWE OF BOTH.)

VISITED BEST FRIEND AT COLLEGE IN VERMONT. COULDN'T BELIEVE THE VIEW FROM DORM ROOM.

MET MY FUTURE BUSINESS PARTNER AT THE BUSINESS MATCHMAKING EVENT.

My COMPANY MOVES R & D TO VERMONT, AND I MOVE MY FAMILY TO VERMONT.

OVERWHELMED BY REQUESTS FROM RELATIVES AND FRIENDS TO VISIT, AND RÉSUMÉS FROM PEOPLE WANTING TO WORK HERE.

SEND FRIENDS PURE VERMONT MAPLE SYRUP FOR THE HOLIDAYS — NOW HOOKED FOR LIFE...

LIVE. WORK. PLAY. GROW. CONNECT. VERMONT.  
**It all comes together here**

Explore Vermont at [VermontVacation.com](#)  
Consider doing business here at [ThinkVermont.com](#)  
Or call 1-800-VERMONT

**VERMONT**

A collage of small images showing various Vermont activities: fishing, snowboarding, people in a field, a factory interior, a campfire, a lighthouse, a bear, a person on a zip line, and people on a boat.



Primary B

## DEPARTMENT OF TOURISM &amp; MARKETING BENCHMARK STATISTICAL BROCHURE

## The Travel and Tourism Industry in Vermont

A Benchmark Study of the Economic Impact of Visitor Expenditures on the Vermont Economy – 2005



million trips (including those from other states) and visitors in 2005, up 2.3%.

TYPE OF TRIP	Person Trips (thousands)
In State Day	1,026.7
In State Overnight	5,020.0
Out of State Day	1,310.6
Out of State Overnight	66.0*
Total	7,363.3
In State Day	1,921.0
In State Overnight	644.0
Out of State Day	66.0*
Out of State Overnight	2,435.6
Total	2,569.1
In State Day	410.8
In State Overnight	13,404
Out of State Day	Commerce.

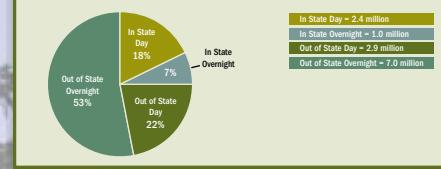
VERMONT  
www.VermontVacation.com  
1-800-VERMONT

Primary B      Primary C      Secondary B

VISITORS

59.8% of all visitors, corresponding to an estimated 8.0 million visitors, spent one or more nights in Vermont in calendar 2005. Of that total, over 4.4 million domestic origin visitors reported staying in commercial lodging such as a motel, hotel, B&B, rental home, or campground.

VISITORS TO VERMONT BY ORIGIN & TYPE OF TRIP



Type of Trip	Origin	Percentage
In State Day	In State Day	18%
In State Overnight	In State Overnight	7%
Out of State Day	Out of State Day	22%
Out of State Overnight	Out of State Overnight	53%

COMPARISON OF BENCHMARK YEARS - 2005 v. 2003

	2005	2003	Annual % Growth
Person Trips	13,404.0	12,795.5	2.3%
Visitor Days/Nights	29,743.1	25,814.9	7.3%

VISITOR SPENDING

The average day visitor to Vermont spent \$66.05 per person trip on transportation, food and beverage, and retail shopping items in calendar 2005. The largest increase in the day visitor population came from Canadian visitors, at least in part due to favorable currency exchange rates.

AVERAGE DAY VISITOR SPENDING = \$66.05



Category	Amount
Transportation	\$15.83
Food & Beverage	\$21.33
Shopping & Recreation	\$28.90

Of the \$1.57 billion in visitor expenditures in calendar 2005, lodging was the largest category of total visitor spending at \$372.9 million. The second largest was restaurants/bars (at \$354.2 million) and shopping (at \$337.2 million). The largest increase in expenditures relative to the 2003 benchmark study was for gasoline, as the entire U.S. economy dealt with rising energy prices and the hurricane-induced energy price spike that occurred late in 2005.

TOTAL VISITOR EXPENDITURES BY CATEGORY

Category	Expenditure (\$ millions)	% of Total
Lodging	\$372.9	23.7%
Restaurant & Bar	\$354.2	22.5%
Shopping	\$337.2	21.4%
Gasoline	\$225.0	14.3%
Amusement & Recreation	\$158.8	10.1%
Groceries	\$100.7	6.4%
Auto Repair & Services	\$25.6	1.6%
<b>TOTAL</b>	<b>\$1,574.4</b>	<b>100.0%</b>

7      8